## BRANDING AUDIENCE IOURNEY

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ARENA Brand Goal Where are you competing, what is your Market position, category or market segment	Culture what makes you special for your audience	Offering what are your products/ services (Value Provided)	Competences what competences or know how you can claim  Categories: -Technical competences -Artistic specific for your offering -Emotional, social, inclusion -Domain Knowledge	Reasons to believe (-what makes you credible/list of facts, -solid aspects that you can prove -relevant projects)
	POSITIONING WHY YOU	THE PROMISE OF YOUR BRAND	YOUR AUDIENCE who needs to know	
COMMUNICATION how they know you		Metrics Brand impacts (How do you measure it)	(RESULTS WHAT DO YOU GET THROUGH BRANDING)	